



JOB DESCRIPTION: MARKET MANAGER

Job Title and Classification:

Position Type: Permanent Salary- 35 hours a week

Compensation: FTE Market Manager

Start Date: mid-April

About Vancouver Farmers Market:

Vancouver Farmers Markets (otherwise known as Your Local Farmers Market Society) is about people who love fresh food at festive gatherings. With the initial goal in 1995 to create the fun and value of weekly Farmers Markets in urban settings, the Society and the Markets have become Vancouver plazas of fun, discovery, and connecting. We produce our weekly Markets to create healthy food networks that sustain our land, our community, and our homes.

Vancouver Farmers Markets organizes numerous farmers markets in eight Vancouver neighborhoods throughout the year. Our markets attract over 450,000 shoppers and generate over 10 million dollars in sales annually.

Our organization supports over 250 farmers, crafters, and food producers, who make, bake, grow, or catch the products for sale at the market. Through our work, we help keep over 34,000 acres of BC farmland in production and provide business and employment opportunities for hundreds of people in our local community.

Working for Vancouver Farmers Market means getting to work with a group of passionate, dedicated and approachable people. We pride ourselves on being flexible, energetic, innovative and cutting edge. People love working for Vancouver Farmers Markets because they get the opportunity to make a difference in their community.

Vancouver Farmers Market Employees:

Vancouver Farmers Market Employees care about their community, have an interest in sustainability and local food, and are innovative and flexible in their ability to achieve the organization's goals. We



look for people who are positive, collaborative, full of new ideas and who are motivated to work hard to ensure access to local food in our region.

Summary

The role of the market manager is to ensure their assigned market operates efficiently. This includes coordination of:

- Vendor scheduling, booth assignment and collection of fees
- Maintenance of existing relationships and building of new relationships with market community
- Management of budget and distribution of resources for assigned market
- Market set up, tear down and operations
- On-site communication with staff, vendors, customers and neighbours
- Communication with Operations Manager to ensure ongoing planning and smooth operations

Reports to:

Operations Manager

Direct Reports:

Market Crew

Assigned Market Volunteers

Key Tasks and Responsibilities

Market Crew Management

- Hiring, orientation, training and supervision of market crew (hiring/training in the spring)
- Scheduling and delegating responsibilities to market crew
- Identifying and training of new potential market managers from seasonal staff

Resource Management

- Maintain record of equipment and merchandise inventory
- Perform basic equipment maintenance, based on maintenance schedule
- Identify opportunities to be more efficient with equipment and resources
- Communicate needs for new equipment, significant repairs to Operations Manager

Participant Coordination

- Recruitment and retention of Vendors, working with the Operation Managers pool of vendors
- Support orientation of new vendors
- Planning market day layout of vendors, community tables and buskers
- Collection of vendor fees and ensuring vendor policies are followed
- Community Table and busker program co-ordination and scheduling
- Office “point of contact” for vendors interested in market

Market Operations



- Market set up and tear down
- Managing market money and merchandise sales
- On-site communication with staff, vendors, customers and neighbors
- Updating sales and inventory counts, communicate needs for supplies to Operations Manager
- Communication with Operations Manager to ensure ongoing planning and smooth operations
- Ensure market is meeting VFM standards for safety, aesthetic appeal and permitted use
- Ensure market special programs (ie. master gardeners, donation station, ect.) are properly accounted for with space and equipment
- Community rule violations, follow-up paperwork

Events and Marketing

- Planning for market events, manage budget and resources
- Contribute to bi-weekly vendor bulletin and monthly newsletters as appropriate
- Ensuring posters and other marketing material are posted for upcoming events
- Sending out Press release for upcoming events and communicate with media
- Updating Facebook and BCAFMEvent listings
- Communicating weekly vendor lists through e-mail and social media
- Contribute to gaining sponsorships for markets under your supervision
- Contribute to website content pertaining to market events and happenings

Data Entry, Analysis and Reporting

- Ensure Market Manager sales reports are up to date
- Report out monthly, quarterly, annually to Operations Manager, Board as needed
- Plan and ensure annual surveys take place at your market locations

Key Performance Metrics:

- Achieving individual markets stall revenue per season goal and per market profit/loss goal
- Achieve market goal of booked stalls
- Achieve market goal of number of shoppers per week
- Achieve individual markets merchandise and money market sales goal
- Funds raised are balanced within +/- \$2.00 each market day
- Markets are fully staffed with market crew
- Market supplies and equipment are well maintained and have a less than 10% replacement rate per year
- Connection to community, overall vendor satisfaction (info via vendor survey)
- Actual goals for individual markets and districts will be set in consultation with Operations Manager

Skills/Attributes Required

- Ability to direct vendors and maintain positive vendor relations



- Ability to manage budgets
- Ability to organize and plan for on site event logistics
- Ability to hire, train and delegate to service staff
- Ability to communicate clearly and diplomatically with a variety of stakeholders
- Ability to manage daily market funds of up to \$15 000
- Ability to enforce market policies and contribute to changes in policies via annual review
- Knowledge of event and food safety, either through the completion of Market Safe or Food Safe or both.

Education and Experience

Typically the above skills and attributes can be acquired through the following education and experience (though other education and experience backgrounds will be considered if they meet the above skill requirements):

- Completion of High School, with a preference for completion of a college or university program ideally with courses in any of the following: event planning, administration, management, marketing, communications, human resources or community engagement
- Food Safe Level 1 and Basic First Aid – either currently have or will be able to easily obtain prior to commencing employment
- Experience managing teams of 5-10 people in a service/retail/operations setting
- Experience coordinating events including planning logistics, delegating tasks and communicating with stakeholders
- Experience with daily cash management of funds up to \$15000
- Experience using vendor scheduling software “Manage My Market”
- Familiarity with AccountEdge, Excel, Word, Adobe Creative Suite
- Valid BC Drivers License with clean driving record. Access to reliable car an asset.

Deadline for Applications: April 4, 2019

Please email your cover letter with resume to randy@eatlocal.org with ‘Market Manager’ in the subject line.

VFM thanks all applicants for their interest in this position, however, only candidates selected for an interview will be contacted.